

CloudEstates

OUR SELLER'S GUIDE

Selling your property can be one of the most stressful events in life. There's a lot of moving parts and decisions to make coupled with a lot of money at stake! To assist you in navigating the process successfully we recommend following this 8 step guide.

www.cloud-estates.co.uk





1 REQUESTING A VALUATION

1 Request a Valuation

- 2 Choosing your Estate Agent
- 3 Presenting your Property
- 4 Marketing your Property
- 5 Receiving the Offer
- 6 Progression of the Sale
- 7 Exchange of Contracts
- 8 Completion

When it comes to selling your property, your main goal is to secure the best price within a reasonable timeframe, all while minimizing any unnecessary complications. Selling a property is a complicated and often stressful process, so to ensure a smooth and successful sale, it's advisable to work with a reputable local agent who has a proven track record, rather than simply choosing one that promises the highest price or lowest fees.

At Cloud Estates our experienced team can expertly and accurately advise you on the current market value of your property and will explain it to you in simple jargon free terms. We'll also make suggestions for how you may wish to upgrade your property in order to potentially achieve a higher sale price. For example renovating your kitchen could add up to 10% onto the value of your property.

You can request a free no obligation valuation by [clicking here](#)

OUR TIP

Want to boost your home's value? Renovations and conversions are a great way to do it. Read this Zoopla article to find out more.

<https://tinyurl.com/csk7ybh>
[d.](#)



2 CHOOSING YOUR ESTATE AGENT

1 Request a Valuation

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Selling a property can be a daunting task, as it involves a lengthy 'to do' list, from setting the right price to marketing the property, conducting viewings, negotiating a deal, and handling complex legal paperwork. Making any mistakes along the way can waste a considerable amount of time and money. However, by instructing an estate agent, you can mitigate these risks and potentially achieve the highest possible price for your property, thereby covering the cost of their services.

When selecting an estate agent, it's essential to conduct background checks. Recommended steps are to consider factors such as their reputation, track record of selling similar properties, the expertise of their negotiators, membership of regulatory boards, and other indicators of a professional and high-quality service. This is why almost 9 out of 10 people choose estate agents based on factors other than price alone.

At Cloud Estates, our agents have a proven track record spanning decades. We take care of all the essential services, including marketing, viewings, sale negotiations, and the entire sales process. We also include an EPC, floorplan, professional photos (shot and edited by a bona fide professional photographer) and an immersive 3D video walkthrough as part of our standard sales package.

OUR TIP

Choose an estate agent with a proven track record. Ask your agent to provide testimonials from past and present clients which should give you a better indication of how they operate.



3 PRESENTING / STAGING YOUR PROPERTY

1 Request a Valuation

2 Choosing your Estate Agent

3 Presenting your Property

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At Cloud Estates, we're experts in bringing homes to market and finding buyers for properties of all types. However, we can often achieve higher selling prices if homeowners work with us to maximise the appeal of their properties.

Prioritising a thorough clean of your property is of utmost importance. From top to bottom, including the windows, it is the most crucial effort you can invest in the sale, alongside selecting an excellent agent.

Tidying up the entrance area, polishing the door number, and incorporating fresh potted plants for a burst of color can make a notable difference.

Decluttering your home before viewings is highly beneficial and aids in preparing for the upcoming move. Consider boxing up any clutter and storing it in lofts, sheds, or even a storage unit to create a harmonious environment for potential buyers.

Ensure that any long-delayed DIY tasks are finally completed. This includes repairing furniture or fittings, repainting rooms that appear worn, and sprucing up the garden.

By focusing on these key aspects, you can make a positive and lasting impression on prospective buyers.

OUR TIP

Check out our blog post for further tips about how to prepare your home for sale by following the link below...

[Preparing Your Home for Sale](#)



4 MARKETING YOUR PROPERTY

- 1 Request a Valuation
- 2 Choosing your Estate Agent
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In addition to improving the exterior of your property and having clean windows, it's important to select an estate agent who can make a positive first impression even before potential buyers arrive. This involves offering professional photography, well-crafted marketing materials, and compelling social media campaigns. By examining an estate agent's website and promotional materials, you can gauge the level of presentation you can anticipate.

Some of Cloud Estates marketing benefits include;

- Prominent window display in office on busy high street location
- Professional photographs shot and edited by a professional local photographer
- Professionally generated floorplan with wall-to-wall dimensions
- Direct promotion to our existing database of buyers
- Immersive 3D video walkthrough allowing prospective buyers to conduct virtual viewings 24/7
- Social media campaign to a substantial follower list
- Advertisement on ALL of the major property portals (Rightmove, Zoopla, On The Market)
- Erection of prominent FOR SALE board
- Accompanied viewings with an experienced estate agent

OUR TIP

Professional photos can increase your performance on online property portals such as Rightmove by as much as 30%. Make sure the photos your agent uses for your online advert are shot professionally to ensure your property is presented in the best possible light.





5 RECEIVING THE OFFER and The Negotiation

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The key to successful negotiations lies in understanding your boundaries—knowing what you are willing to accept and what you will confidently decline. We can collaborate with you to determine an acceptable price and skilfully handle all negotiations on your behalf. Leveraging our experience, we strive to secure the best possible offer for you.

In addition to the price, there are other crucial factors to consider during negotiations. These include evaluating whether the buyer is a first-time buyer, their position in the property chain, and how well their timeline aligns with your goal to sell. Taking all these elements into account empowers you to make a clear-headed and rational decision about accepting an offer. You won't feel pressured into making a hasty choice, and you can disregard any misleading information from, let's say, less reputable agents.

By relying on our expertise, you can navigate negotiations confidently and make informed choices throughout the process.

OUR TIP

In the early stages of a sale, it's probably not worth accepting a low offer. But give a strong offer serious consideration, as it shouldn't be dismissed simply because it's your first. Remember that the early days of putting your property on the market are when you will see the most activity



6 PROGRESSION OF THE SALE

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During the sale of a property, the period leading up to the exchange of contracts can be the most nerve-wracking.

At Cloud Estates, we prioritise making this stage as seamless and stress-free as possible. Our approach involves you being appointed a dedicated negotiator who will be your one point of contact throughout the sale so to avoid any miscommunications that can occur when dealing with multiple individuals. You can expect to receive regular updates and prompt notifications in case of any issues, which will be addressed immediately to avoid any surprises.

We offer a tailored sales progression service to accommodate the unique circumstances of each sale. Regardless of the specifics, you can trust that our seasoned experts will oversee your transaction with vigilance, minimising your involvement whilst keeping you informed every step of the way.

OUR TIP

Most problems can be resolved quickly as long as the estate agent has all the information they need. Make sure you are not unavailable during this potentially crucial time.



7 EXCHANGE OF CONTRACTS and Conveyancing

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Even after accepting an offer, it is important to remember that the conveyancing process still lies ahead. Conveyancing refers to the legal procedure of transferring the property title from you to the buyer.

Here are the essential steps involved in the conveyancing process:

1. Preparation of a memorandum of sale, which includes the agreed-upon price, and confirmation from all parties involved.
 2. Your solicitor will provide you with a Property Information Form and Fixtures & Fittings questionnaire to gather all the necessary details required to draft a contract for the buyer.
 3. Your solicitor will send a draft contract to the buyer for review.
 4. If the buyer is obtaining a mortgage, their lender may request a survey and valuation of the property. This does not guarantee mortgage approval but indicates the buyer's commitment to the sale.
 5. The buyer's solicitor will initiate various searches, such as a Local Authority search and water and drainage search. They may raise additional queries to seek clarification from your solicitor, who will work towards resolving them on your behalf.
- These steps are crucial in ensuring a smooth and legally compliant transfer of property ownership. Your solicitor will guide you through each stage of the conveyancing process to ensure a successful completion of the transaction.

OUR TIP

Make sure you get all paperwork the solicitor sends you completed promptly to minimise delays.



8 COMPLETION AND MOVING

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Once the conveyancing process is finalized, the only remaining task is to await the buyer's payment and prepare to vacate the property for their move-in. Once you've vacated keys can usually be left with your estate agent who'll arrange directly with the buyer to collect keys.



OUR TIP

Before you lock the door for the last time, remember to take meter readings and re-direct your post.



If you have any further questions, please feel free to visit our office or call on 0191 640 2478 to speak to a member of the sales team.



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